1.03 Design a Newsletter

**Directions:** For this activity you will be assigned to a team of reporters for the task of creating a school newsletter. Each team will be assigned to cover a specific department or program.

|  |  |
| --- | --- |
| **Department/ Program** | **Assigned to:** |
| English |  |
| Math |  |
| Social Studies |  |
| Science |  |
| CTE |  |
| Health/PE |  |
| School Lunch |  |
| School Store |  |
| Sports |  |
| School Clubs |  |
| Chorus |  |
| Band |  |
| PTA |  |
| Community Service |  |
| Administration |  |

**Information Gathering Phase**

**Required Information:** Each team must gather information about the following:

* Current Topics of Study or Focus Recognitions/honors
* Student Spotlight
* Teacher Spotlight
* Staff Spotlight

**Optional Information:** Other information may be included as well, based on consensus of the team to increase the interest level of the newsletter.

**Debriefing Phase**

**Regroup:** Once all teams have gathered sufficient information, new teams should be formed that consist of a representative from each department or program area. Once assembled, complete the following tasks:

1. Each membershares their information
2. The team collaborates to determine what information should be included, what should be left out, and what should be added.
3. The team prepares a mockup of the newsletter on chart paper

**Development Phase**

**Design the Newsletter:** This phase will require collaboration from all team members. View performance expectations using the **1.03 Newsletter Rubric**.

* 1. Go to <http://desktoppub.about.com/od/newsletters/a/newsletter_part.htm> and record notes in the table below about the parts of a newsletter

|  | **Part** | **Description and Use** |
| --- | --- | --- |
|  | Nameplate |  |
|  | Body |  |
|  | Table of Contents |  |
|  | Masthead |  |
|  | Heads and Titles |  |
|  | Headline |  |
|  | Kicker |  |
|  | Deck |  |
|  | Subhead |  |
|  | Running head |  |
|  | Continuation heads |  |
|  | Jumplines |  |
|  | Page Numbers |  |
|  | Bylines |  |
|  | End Signs |  |
|  | Pull Quotes |  |
|  | Photos and Illustrations |  |
|  | Mug Shots |  |
|  | Captions |  |
|  | Mailing Panel |  |

* 1. Use the table below to record team member assignments.

| **Newsletter Assignments** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Document Setup** | Assigned to: | | | | | |
| **Required Components:** | | | | | | |
| Nameplate | | | | Masthead | | |
| Table of Contents (to be completed after all newsletter content has been added) | | | | | | |
| **Articles** | Assigned to:  Assigned to: | | | | | |
| **Required Components:**  Each reporter must include all components below when keying articles  Articles that are not continued to another page do not require Jumplines and continuation heads | | | | | | |
| Heads/ Titles/ Subheads | | | Jumpline | | | Deck |
| Body | | | Continuation heads | | | Byline |
| Kicker | | | Pull Quotes | | | End Signs |
| **Layout and Formatting** | Assigned to: | | | | | |
| **Required Components:** | | | | | | |
| Page numbers | | Running head/ header | | | Photos/ Illustrations | |
| Mug Shots (if applicable) | | | | Captions | | |

* 1. Proofread for spelling (all team members)
  2. Proofread for alignment and positioning of objects (all team members)
  3. Print one copy of the newsletter for each group and one for the teacher.
  4. Review newsletters submitted by other teams based on the Newsletter Rubrics. (all team members)
  5. The winning newsletter may be posted on the school’s website (?) if okay with the principal.